

Contract effective through 12/31/2014

Publisher	Title of Material	Author	Copyright	Grade Level	ISBN Number	R=Resource *Correlation
Cengage Learning	Marketing	Burrow	2009	9-12	9780538446648	
	Key Features: Prepare for Performance lists DECA performance indicators. Visual Focus features advertisements with descriptions. SOS features introduce basic skills such as communication, effective listening, and making persuasive presentations.					
	Marketing/ EBook Bundle				9780324603484	
	Activities & Study Guide				9780538446655	
	ExamView				9780538446693	
	Instructor's Resource CD				9780538446716	
	DVD				9780538446686	
	Instructor's Wraparound Edition				9780538446723	
	Instructor's Resource Book				9780538446709	
CEV Multimedia Ltd.	E-Commerce Pathway	CEV Multimedia, Ltd.	2008	9-12	9781603335140	R
	Note: Recommended as a "Resource Only". Individual MPU units may be purchased separately for classroom resources.					
	Key Features: CEV Multimedia has designed its curriculum to fit any Career Cluster model. Instead of traditional courses, we developed Pathways comprised of Multimedia Pathway Units or MPUs which can span numerous Career Clusters. Each MPU is all-encompassing and, like its very name suggests, can be likened to a unit of a course. Every MPU can be broken down further into individual multimedia pieces which could be considered chapters. Multimedia pieces included: an Interactive Teacher's Resource Guide, Microsoft® PowerPoint® Presentations, Comprehensive DVDs and Interactive CD-ROMs.					
	Computer Basics MPU				9781603334761	
	E-Basics MPU				9781603334792	
	E-Issues MPU				9781603334815	
	Web Development MPU				9781603335041	
	Fashion Marketing Pathway	CEV Multimedia, Ltd.	2008	9-12	9781603335133	R
	Note: Recommended as a "Resource Only". Individual MPU units may be purchased separately for classroom resources.					
	Key Features: CEV Multimedia has designed its curriculum to fit any Career Cluster model. Instead of traditional courses, we developed Pathways comprised of Multimedia Pathway Units or MPUs which can span numerous Career Clusters. Each MPU is all-encompassing and, like its very name suggests, can be likened to a unit of a course. Every MPU can be broken down further into individual multimedia pieces which could be considered chapters. Multimedia pieces included: an Interactive Teacher's Resource Guide, Microsoft® PowerPoint® Presentations, Comprehensive DVDs and Interactive CD-ROMs.					
	Fashion Design Principles MPU				9781603330459	
	Marketing Basics MPU				9781603334891	
	Merchandising, Buying & Selling MPU				9781603330619	
	Retail Management MPU				9781603334969	

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CEV Multimedia Ltd.	Introduction to Marketing Pathway	CEV Multimedia, Ltd.	2008	9-12	9781603331029	R
	Note: Recommended as a "Resource Only". Individual MPU units may be purchased separately for classroom resources.					
	Key Features: CEV Multimedia has designed its curriculum to fit any Career Cluster model. Instead of traditional courses, we developed Pathways comprised of Multimedia Pathway Units or MPUs which can span numerous Career Clusters. Each MPU is all-encompassing and, like its very name suggests, can be likened to a unit of a course. Every MPU can be broken down further into individual multimedia pieces which could be considered chapters. Multimedia pieces included: an Interactive Teacher's Resource Guide, Microsoft® PowerPoint® Presentations, Comprehensive DVDs and Interactive CD-ROMs.					
	Basic Business Concepts MPU				9781603330084	
	Personal Skill Development MPU				9781603330671	
	Product/Market Management MPU				9781603330756	
	Selling MPU				9781603330787	
	Career Guidance & Management in Marketing MPU				9781603330299	
	Marketing Management Pathway	CEV Multimedia, Ltd.	2008	9-12	9781603335119	R
	Note: Recommended as a "Resource Only". Individual MPU units may be purchased separately for classroom resources.					
	Key Features: CEV Multimedia has designed its curriculum to fit any Career Cluster model. Instead of traditional courses, we developed Pathways comprised of Multimedia Pathway Units or MPUs which can span numerous Career Clusters. Each MPU is all-encompassing and, like its very name suggests, can be likened to a unit of a course. Every MPU can be broken down further into individual multimedia pieces which could be considered chapters. Multimedia pieces included: an Interactive Teacher's Resource Guide, Microsoft® PowerPoint® Presentations, Comprehensive DVDs and Interactive CD-ROMs.					
	Advertising Design & Mediums MPU				9781603331579	
	Introduction to Merchandising MPU				9781603334877	
	Marketing Basics MPU				9781603334891	
	Marketing Methods MPU				9781603334907	
	Sales Process, Development & Management MPU				9781603334983	
	Retailing Pathway	CEV Multimedia, Ltd.	2008	9-12	9781603335089	R
	Note: Recommended as a "Resource Only". Individual MPU units may be purchased separately for classroom resources.					
	Key Features: CEV Multimedia has designed its curriculum to fit any Career Cluster model. Instead of traditional courses, we developed Pathways comprised of Multimedia Pathway Units or MPUs which can span numerous Career Clusters. Each MPU is all-encompassing and, like its very name suggests, can be likened to a unit of a course. Every MPU can be broken down further into individual multimedia pieces which could be considered chapters. Multimedia pieces included: an Interactive Teacher's Resource Guide, Microsoft® PowerPoint® Presentations, Comprehensive DVDs and Interactive CD-ROMs.					
	Advertising Design & Mediums MPU				9781603331579	
	Introduction to Merchandising MPU				9871603334877	
	Product/Market Management MPU				9781603330756	
	Retail Management MPU				9781603334969	
	Selling MPU				9781603330787	

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CEV Multimedia Ltd.	Sports & Entertainment Marketing Pathway	CEV Multimedia, Ltd.	2008	9-12	9781603335171	R
	Note: Recommended as a "Resource Only". Individual MPU units may be purchased separately for classroom resources.					
	Key Features: CEV Multimedia has designed its curriculum to fit any Career Cluster model. Instead of traditional courses, we developed Pathways comprised of Multimedia Pathway Units or MPUs which can span numerous Career Clusters. Each MPU is all-encompassing and, like its very name suggests, can be likened to a unit of a course. Every MPU can be broken down further into individual multimedia pieces which could be considered chapters. Multimedia pieces included: an Interactive Teacher's Resource Guide, Microsoft® PowerPoint® Presentations, Comprehensive DVDs and Interactive CD-ROMs.					
	Introduction to Entertainment Marketing MPU				9781603334853	
	Introduction to Sports Marketing MPU				9781603334884	
	Marketing Basics MPU				9781603334891	
	Marketing Methods MPU				9781603334907	
Glencoe / McGraw-Hill	Marketing Essentials	Farese, et al	2009	9-12	9780078769047	100%
	Key Features: Includes all the current hot topics: e-marketing, marketing ethics, and international and cross-curricular marketing. Students get a step-by-step introduction to creating marketing plans, and DECA prep activities that help students gain confidence in using the skills they have learned. Marketing Essentials also provides teachers with all the support materials they will need. Researched-based reading strategies. Integrated academic activities. Reading Guides with academic standards and vocabulary. Standardized test practice and test-taking tips. All new DECA Connection features and role plays to align with revised and new events and performance indicators. Updated MarkED wheel graphic with "Marketing Core" functions and new Student Edition correlations. Text is correlated to the new National Marketing Standards.					
	Interactive Student Edition CD-ROM				9780078780899	
	Teacher Wraparound Edition (Free 1:35 Student Editions Purchased)				9780078780370	
	Teacher Classroom Resources (Free 1:50 Student Editions Purchased)				9780078804083	
	Interactive Chalkboard CD-ROM (Free 1:50 Student Editions Purchased)				9780078780875	
	TeacherWorks™ CD-ROM (Free 1:50 Student Editions Purchased)				9780078780882	
	ExamView® Assessment Suite CD-ROM (Free 1:50 Student Editions Purchased)				9780078780868	
Goodheart-Wilcox Publisher	Marketing Dynamics	Clark, Sobel and Gendall Basteri	2006	9-12	978-1-59070-586-5	100%
	Key Features: Each chapter begins with an easy-to-read vignette that engages interest and stimulates thought. Profiles provide stories of real people and businesses, with each chapter including Reality Checks—questions that help students apply concepts to their own lives. This text is correlated to the National Standards for Marketing, and each chapter has a DECA co-curricular activity. Offers a companion web site to motivate and engage students beyond the classroom.					